

# PLANT THE SEEDS FOR TOMORROW'S BIG IDEAS

The Produce Marketing Association provides the connections and forum for global companies to demonstrate leadership in the future of the produce and floral industries.



FEBRUARY 4, 2015  
CHARLOTTE, NORTH CAROLINA USA

**ONE DAY. MANY IDEAS.** Get ready to open yourself up to new approaches for your company and our industry. Join your colleagues for a one-day session that will set the stage for innovative thinking and groundbreaking ideas. Led by innovators inside and outside the industry who are redefining possibilities from science and business to global and local issues, you'll be inspired to embrace what was unimaginable just a few years ago. Learn more at [pma.com/events/tech-talks](http://pma.com/events/tech-talks).

**A RUSH OF INNOVATIONS AND OPPORTUNITIES.** Connect with technology thought leaders and early adopters who are changing the way the produce and floral industries do business. This revolutionary two-day conference will challenge you to innovate your business today so you can grow tomorrow. Learn more at [pma.com/events/tech-knowledge](http://pma.com/events/tech-knowledge).



MAY 11 – 13, 2015  
MONTEREY, CALIFORNIA USA

## WHY SPONSOR?

**PMA's TECHNOLOGY EVENTS** provide an opportunity to showcase your brand to global leaders and early adopters who serve as catalysts for innovation in their businesses and the produce and floral industries. Investing in a sponsorship with **Tech Talks** or **Tech Knowledge** presents the perfect opportunity to stand out among the competition in an ideal venue for introducing new products and services to a captive, influential audience eager to embrace science and technology innovations.

*"In today's world, tomorrow is today. If you don't continuously pursue today's technology evolution, you will be hopelessly left behind. **Tech Knowledge** gave me a great window of what is happening today and what to expect in the future. It really challenged my traditional way of thinking."*

— **Rich Dachman**, Sysco

# CONNECT WITH YOUR TARGET AUDIENCE ONE-ON-ONE



## Sponsorship Opportunities

### DIAMOND SPONSOR

Exclusive Portfolio Sponsorship:  
\$40,000

#### Benefits:

- Premium signage at Tech Talks and Tech Knowledge
- Recognition at opening events
- Company bio in both programs
- Company logo on lanyards
- Two-minute live or video-taped welcome at both events
- Opportunities to participate in Q&A and panel discussions
- One Tech Knowledge Discovery Pod with two attendee registrations
- Event website publicity
- Two attendee registrations at both events
- Full-page ad in *fresh* Magazine, and more

### TECH KNOWLEDGE SPONSOR

Co-sponsorships: \$15,000  
(2 available)

#### Benefits:

- Premium signage
- Recognition at opening event
- Company bio in event program
- One Discovery Pod with two attendee registrations
- Event website publicity
- Half-page ad in *fresh* Magazine, and more

### DISCOVERY POD SPONSOR AT TECH KNOWLEDGE

PMA Member: \$3,500  
(multiple available)

Non-Member: \$4,550  
(multiple available)

#### Benefits:

- Fully designed and branded turnkey display including wireless internet access and electricity
- Two attendee registrations
- Logo recognition on event signage
- Company bio in online and printed event programs
- Access to Attendee list
- One year PMA Membership (non-members only)



### *Reach Your Market.*

For full descriptions of the above opportunities and additional sponsorships for as low as \$1,800, contact Dot Siegfried at +1 (302) 738-7100.